New Product Development Report

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A205-X
Automotive Seating

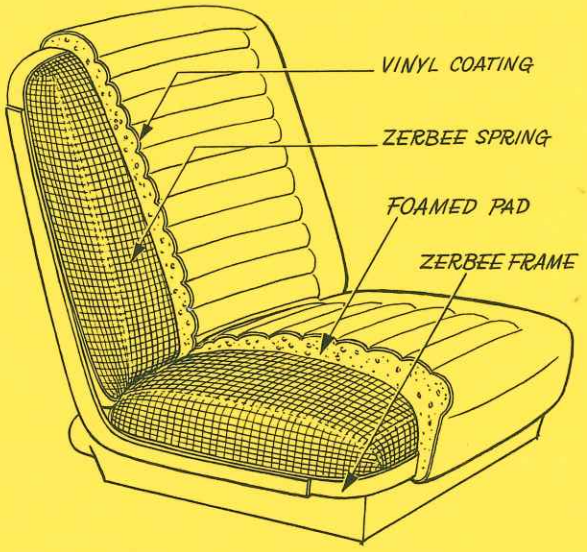
The material presented in the following report results from product development work carried on by American Steel and Wire in cooperation with independent manufacturers. Tests quoted here were held only on specific applications mentioned. Variations of this application should be tested by methods most suitable to the user.

As innovators in wire, we welcome a chance to work closely with you to create new products and establish new markets for products made from steel wire.

USS is a registered trademark

Description:

A new concept in automotive seating uses woven wire cloth to improve comfort qualities at reduced cost and weight. The seat is formed from Premier Spring Wire, woven into wire cloth and supported by flexible bonds around the periphery. Every part of the unit, including the framing members, moves with each movement of the occupant.



Advantages:

The wire fabric seat is formed in a configuration designed for maximum comfort, based on fundamental seating studies. It is flexible, yet firm enough for good support. The wire fabric permits free circulation of air, so passengers stay cooler in summer and get more efficient heating in cold weather. Since the back of the seat is concave, rear-seat passengers have approximately three inches extra knee room.

The wire fabric seat has a low silhouette, so it answers the design problem of seat bulk in low silhouette cars. And it is low in production costs: it reduces the parts inventory, simplifies and speeds assembly, reduces engineering costs, and requires a minimum of tooling. Seat-covering installation is drastically simplified: the desired padding and covering are simply placed over the wire-fabric cushion, then locked into position by a single steel band, snapped outside the cushion frame. Because the seat is highly flexible in design, it can be introduced with a minimum cost of styling shape changeover. This seat is exceptionally sturdy and rugged. It is also non-flammable and vermin proof, and it is easily cleaned because it is non-absorbent. Frame seat units can be painted, dipped, or plated. If foam is added, only a small amount is needed since the wire fabric itself meets comfort requirements.

Test Data:

The wire fabric seat has been road tested for performance and tested in the laboratory of Zerbee Texteel. **It complies with SAE seating spec. TR 135.** Seats of the same material have been in use for years in outdoor furniture. They are now being installed in tanks.

Availability:

This seat can be produced by Zerbee Texteel Company of Bellefontaine, Ohio. The same company holds patents on the seat construction and copyright on the fabric name "Texteel." Zerbee Texteel Company will manufacture seats and will license others to manufacture.

For further information write: Mr. R. F. Smith, Manager, Market-Product Development, Room 846, American Steel and Wire, Rockefeller Building, Cleveland 13, Ohio; or contact your nearest American Steel and Wire Sales Office.

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